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VICTORY FOOD SPECIALS

For use Aug 17-29, 1942

CHEESE

Cheese sandwiches, cheese rolls, cheese muffins, cheese waffles, cheese cake, just plain cheese . . and . . well, I won't take time to name the "forty-eleven" other ways to serve cheese. But you homemakers all know that cheese is one of our most versatile and nutritious foods. . . that you may serve it very satisfactorily either as a main dish or as a means of flavoring and seasoning other foods. Cheese is a VICTORY FOOD SPECIAL from August 17th through the 29th.

Cheese is also on Uncle Sam's shipping list. It is among those foods sent to our armed forces and to our allies. To date all its shipping requirements have been met. So, at this time we can enjoy more of it here at home. VICTORY FOOD SPECIALS mean WISE WARTIME BUYING. When you purchase Victory Food Specials you help conserve and keep our country's food supply in good balance. You help keep production at a high level that we may meet even higher shipping demands in the future. You also help to lighten the demand for other foods more vitally needed for war purposes.

As a suggestion to include among your ways of serving cheese - try crumbling some cheese on your next "Tossed Green Salad". You'll be delighted with its piquant zestful flavor. Remember your purchase of cheese should mount during the days from August 17th through the 29th. Uncle Sam is counting on your support.

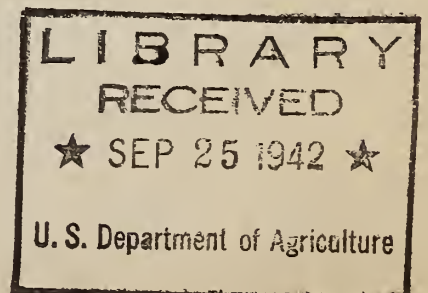
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Would you like another piece of cheese with that slice of apple pie? Now is the time to have it - cheese is plentiful just now. Cheese is a Victory Food Special during the days of August 17th through the 29th. And here is the reason "why". Cheese is a very nutritious food. It's 25 percent protein and has many of the same food values as milk. Because of it's great nutritional value, cheese ranks high on Uncle Sam's list of important foods. It was chosen among others to send to our fighting allies and to our own armed forces. To meet the wartime demands made upon it, the dairy farmers and the cheese industry went over the top. They almost doubled the production. Today the cheese in storage stands at the all-time high of 295 million pounds.

All the shipping requirements have been met; also. To give you some idea of this - almost 400 million pounds of cheese have been purchased for Lend-Lease since the Act was signed 16 months ago. Now there is plenty of cheese for us all. And that's the reason for Victory Food Specials. They make the best use of the foods in most plentiful supply. When you buy cheese, you save on meat and other foods vitally needed at the present time for war purposes. At the same time you help keep the channels of production open. The cows on dairy farms are still producing milk -- milk that must be made into cheese. The high rate of cheese production must go on -- that we may meet even higher shipping and wartime demands in the future. Do have another piece of cheese!

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(Over)



CHEESE

Cheese and crackers! Sometimes, just as with popcorn and peanuts you could go on eating cheese and crackers forever. And just now the more cheese and crackers you eat, the more patriotic you will be. Cheese is a Victory Food Special from August 17th through the 29th. By eating more of it at this time, you permit more meat and other foods to be sent to our armed forces. It takes a lot of food to supply our fighting men with a complete diet -- our allies and ourselves. To meet this wartime demand, you will be glad to know that the Nation's food production has been stepped up to all-time levels.

Only a short time ago, Secretary of Agriculture Wickard asked that we eat less cheese until our production was increased. That production was increased. And to date all shipping requirements on cheese have been met. In addition, there is more for use here at home than before. You and I - all of us - need to eat this cheese to maintain this high rate of production. By keeping production channels open, we shall be able to meet even higher export demands for cheese expected in the future. We must keep our armies and our allies well fed. We can do this with a great deal of satisfaction, too - since we know that our eating cheese helps provide a more balanced diet for us all - for those across the seas, as well as for ourselves. That is why Victory Food Specials mean wise wartime buying. They make the best use of foods at the time they are most plentiful.

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Yes - it's the big cheese! 295 million pounds in storage just waiting to be eaten. Because of that fact cheese is a Victory Food Special from August 17th through the 29th. Do you know what that means? It means Wise Wartime Buying - the best use of foods in most plentiful supply. It means that the present shipping requirements in cheese have been met - and there is plenty of cheese for us all. So when you homemakers purchase cheese at this time, you will be keeping both yourselves and your families - our armed forces and fighting allies well fed. You will be releasing meat and other foods now needed for shipment abroad.

Cheese as you know, is a very nutritious food. It is an economical source of protein and has all the same food values as milk. When you serve cheese, you serve vitamins and minerals, particularly calcium, in addition to fats and proteins. Because of its high protein content, cheese is an excellent meat substitute. Serve it often - particularly from August 17th through the 29th. It will make the best use of our food production. Combine it with the many fresh vegetables now found on the market to make delicious creamed and scalloped dishes. Remember your cooperation in the proper use of food is essential to winning the war.

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